FORM 51-102F3
MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

Ciscom Corp.
20 Bay St., Suite 1110
Toronto, Ontario M5J 2N8

Item 2 Date of Material Change

January 29, 2026

Item 3 News Release

The press release attached as Schedule "A" was released on January 29, 2026 by a newswire company in Canada.

Item 4 Summary of Material Change

The material change is described in the press release attached as Schedule "A".

Item 5 Full Description of Material Change

The material change is described in the press release attached as Schedule "A".

Item 6 Reliance of subsection 7.1(2) of National Instrument 51-102

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

Michel Pepin
President & Chief Executive Officer
mpepin@ciscomcorp.com

Item 9 Date of Report

January 29, 2026

Schedule “A”

Ciscom Corp Appoints Dave Mathews as Chief Commercial Officer and Sheri Rogers as President of Prospect Media Fueling Continued Advances in AI Powered Media Capabilities

Toronto, ON., January 29, 2026. Ciscom Corp. (CSE: CISC | OTCQB: CISCF), and Prospect Media Group (Prospect/PMG), a division of Ciscom, and a leader in data driven integrated omni-channel services, is pleased to announce the appointment of Dave Mathews as Chief Commercial Officer of Ciscom and Sheri Rogers as President of Prospect Media, effective immediately. This leadership transition represents a pivotal moment in the company’s evolution as Prospect accelerates its investment in advanced analytics, AI-enabled media planning, and automation technologies.

Prospect Media Appoints Sheri Rogers as President

Prospect Media has appointed Sheri Rogers as President, advancing the agency’s momentum in AI-driven analytics and performance media. Sheri is a recognized industry leader known for building high-performing teams and delivering innovation that drives measurable results.

Since joining Prospect, Sheri has rapidly expanded the agency’s capabilities in AI-supported audience modeling, predictive measurement, automated optimization, and omni-channel activation—helping clients boost ROAS and reduce operational friction. She has strengthened Prospect’s data foundations and sharpened its ability to turn complex datasets into revenue-driving insights.

As President, Sheri will lead Prospect’s strategy and operations, accelerating the agency’s AI-powered analytics, automation, and technology-enabled activation frameworks to deliver faster, smarter, more accountable outcomes for clients.

“Sheri’s leadership has positioned Prospect at the forefront of data, media, and technology,” said Dave Mathews, Chief Commercial Officer of Ciscom. “Her ability to turn analytics and automation into high-impact solutions sets Prospect apart.”

“It’s an exciting moment to lead Prospect as media, data, and technology converge at unprecedented speed,” said Sheri Rogers. “By building on Prospect’s 28-year analytics foundation with AI, automation, and first-party data, we help clients cut through complexity and focus on what drives performance.”

Ciscom Appoints Dave Mathews as Chief Commercial Officer

Ciscom has also named Dave Mathews as Chief Commercial Officer, where he will drive commercial strategy and revenue growth across the company’s portfolio. Dave will continue partnering with Prospect to align its AI and automation roadmap with Ciscom’s broader platform strategy.

“With Sheri’s mandate to elevate Prospect’s market leadership, deliver transformative enhancements to our digital and AI capabilities in addition to solidifying client relationships and, Dave’s commercial leadership strengthening our ability to scale technology-enabled solutions and partnerships across the organization, we are positioned to capitalize on the fast evolving landscape,” said Michel Pepin, President, CEO, and Director of Ciscom Corp., “We are focused, determined, and moving forward with purpose.”

About Prospect Media Group:

Prospect is a commerce focused, data-driven, integrated media agency serving a wide range of major retail, QSR, financial, B2B and pharma clients across Canada. With expertise in consumer data analytics, media planning and buying, Prospect optimizes both digital and traditional media channels. Leveraging over 25 years of experience, the agency provides clients with crucial insights to build effective integrated media strategies and maximize marketing expenditures. For more information, visit www.prospectmedia.com.

About Ciscom Corp.

Ciscom actively invests in, acquires, and manages market leading companies within the Information and

Communication Technology (ICT) sector, with a specialty in AdTech and MarTech, targeting SMEs with proven profitability. This approach allows entrepreneurs to monetize their equity and continue contributing, enhancing shareholder value through acquisitions. As a leader in omni-media, particularly in data-driven marketing, Ciscom, through its subsidiaries, optimizes advertising spend across platforms, ensuring high ROI and customer engagement. Strategic ICT acquisitions bolster service offerings and shareholder value, marking Ciscom as an emergent force in the data driven and technology market. Ciscom became an issuer in June 2023 on the CSE and October 2023 on the OTCQB. Ciscom has two subsidiaries, namely Market Focus Direct and Prospect Media Group. For more information, visit http://www.ciscomcorp.com

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Cautionary Statement